

MOŽNOSŤ ZÍSKANIA PROSTRIEDKOV z priamo riadených programov EÚ, ich synergie s EŠIF a úspešné projekty

Prezentácia H2020 projektov BIOVOICES a BIOBRIDGES

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Key activities

Assisting SMEs located in “country A” to get new contracts in “country B”.



Grants

- 16 x FP7
- 8 x H2020
- 1 x COSME
- 6 x Erasmus Plus
- 3 x Visegrad Fund



Tenders

- DG CONNECT
- EFSA
- International Investment Bank
- DG GROW
- ICT tender in RO



Internationalization

- Pan-European network of 30 consultancies
- China, Vietnam, Uganda

- ✓ Organizácia 100+ medzinárodných a národných podujatí
- ✓ Analýzy trhu
- ✓ Budovanie a riadenie komunít
- ✓ Validácia výsledkov
- ✓ Hodnotenie vplyvu
- ✓ Štúdie uskutočniteľnosti
- ✓ Podnikateľské plány
- ✓ Optimalizácia procesov
- ✓ Projektový manažment

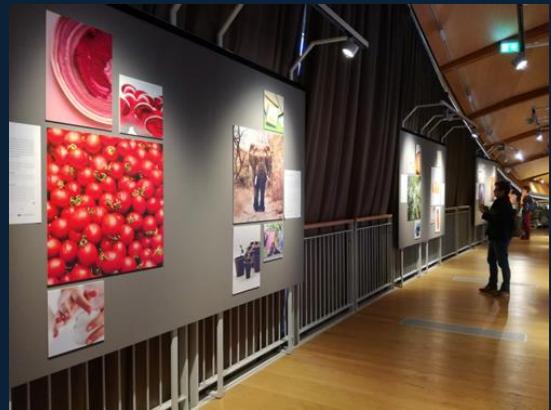
Prezentácia vybraných projektov v oblasti biohospodárstva

<https://www.youtube.com/watch?v=M3PSYiXR0h4>



Biohospodárstvo – čo je to?

- **Využívanie prírodných zdrojov** na výrobu potravín, krmiva či energie
- Rast celosvetovej populácie a priemyslu sú tieto zdroje pod čoraz väčším tlakom; neudržateľná je aj globálna závislosť na fosílnych palivách – ohrozuje aj ŽP
- **Cieľom** biohospodárstva je **udržateľné** využívanie obnoviteľných prírodných zdrojov ako aj **biologického odpadu**. Pre dosiahnutie tohto cieľa sú nevyhnutné **inovácie** v oblasti pôdohospodárstva, lesníctva, rybného hospodárstva, ako aj pri výrobe potravín a energie.
- **Stratégia pre udržateľné biohospodárstvo** má od roku 2012 aj EÚ
- Zaostávajú najmä krajiny strednej a východnej Európy, vrátane **Slovenska**



BIOVOICES project

Mobilization of a plurality of voices
and mutual learning to accelerate
the Bio-based sector

Výzvy biohospodárstva

Skupina (klaster)	Fáza inovácií		
	1 Podnikateľská možnosť: Výrobok je vyspelý a stáva sa podnikateľskou príležitosťou	2 /Prechod na trh: Výrobok dozrieva a trh sa medzi jednotlivými skupinami zvyšuje na 5 %	3 Zrýchlenie: Trh s výrobkom sa zvyšuje a získava nové skupiny používateľov
A: Vývoj trhu (Ekonomika/hospodárstvo)	A1 Výzva: Nájst' prvých zákazníkov	A2 Výzva: KONKURENCNA VYHODA (USP)	A3 Výzva: UDOMACNENIE SA NA TRHU
B: Budovanie povedomia a dôvery		B2 Výzva: Zmeny nákupných návykov	B3 Výzva: Zvýšené prijatie
C: Podporné stratégie, regulačné rámce, právne predpisy a štandardy		C2 Výzva: Zavedenie EÚ a národných stimulov (podpory)	C3 Výzva: Uskutočniť štandardizáciu
D: Podporné prostredie (infraštruktúra, sprostredkovatelia, nové podnikateľské príležnosti)	D1 Výzva: Zlepšenie prostredia na posilnenie podnikateľských možností	D2 Výzva: B2B Užívatelia ako priekopníci	D3 Výzva: Zvýšiť využívanie udržateľných surovín pre zvolené bioprodukty
E: Regionálny/miestny rozvoj	E1 Výzva: Posilnenie miestnych stratégii biohospodárstva a akčných plánov	E2 Výzva: Prví zákazníci	

Predbežné výstupy

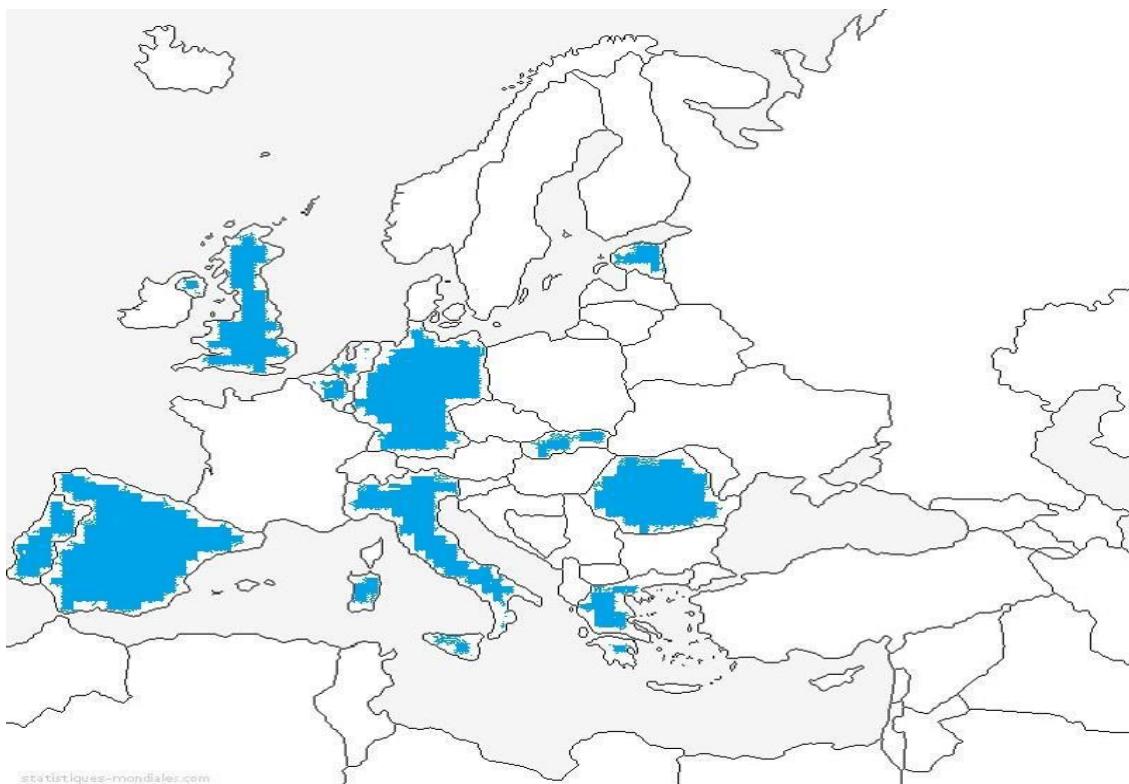
<https://www.biovoices.eu/results/public-results/>

- D3.4 Guide for Mobilisation and Mutual Learning workshops
- D3.1 Synthesis of market perspectives to develop bio-based value chains
- D3.2 Interviews Data Analysis: Identification of Stakeholders' Interests and Motivations
- D3.3 Map of promising perspectives of bio-based product for application sectors
- D4.1 - Stakeholders' Classification
- D5.1 Multi-stakeholder on line social platform v1.0
- D7.2 - BIOVOICES Website
- D7.8 Exploitation and Sustainability Plan
- D5.3 Population of the BIOVoices multi-stakeholder on line platform with contents Report (first version)
- D4.3 Focus group report
- D3.4 Guidelines for the design of the BIOVOICES Mobilisation and Mutual Learning workshops

BIOVOICES: Key facts

Theme	Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy
Topic	BB-05-2017 Bio-based products: Mobilisation and mutual learning action plan
Type	CSA – Coordination and Support Action
Start date	01/01/2018
Duration	36 months
Budget	EUR 2,996,427.50
EU funding	100%
Partners	13 partners from 10 EU Member States
Coordinator	APRE – Agenzia per la Promozione della Ricerca Europea
EC Officer	<u>Antonio.PEREZ-RENDON@ec.europa.eu</u> Project Officer Unit B2 – Sustainable resources for food security and growth Research Executive Agency

Who we are?



- **APRE**, Agenzia per la Promozione della Ricerca Europea – Italy
- **FVA**, Fva Sas di Louis Ferrini & C – Italy
- **CNR**, Consiglio Nazionale delle Ricerche - Italy
- **PEDAL**, Pedal Consulting Sro – Slovakia
- **CE**, Civitta Eesti As – Estonia
- **LOBA**, Globaz S.A. – Portugal
- **NOVA ID**, Associacao Para a Inovacao e Desenvolvimento da Fct – Portugal
- **Q-Plan**, Q-Plan International Advisors Pc
- **FMMC**, F.M. Management Consultancy Srl – Romania
- **WR**, Stichting Wageningen Research – Netherlands
- **Minerva HCC Ltd**, Minerva Health & Care Communications Ltd – United Kingdom
- **ASEBIO**, Asociacion Espanola de Bioempresas – Spain
- **ICLEI EURO**, Iclei European Secretariat Gmbh – Germany



— FOR THE MARKETABILITY
OF SUSTAINABLE BIO-BASED
PRODUCTS

www.biobridges-project.eu



BIOBRIDGES project aims ...

...to **facilitate**, **enhance** and **support** the collaboration among Bio-based industries, Brands and Consumers, to improve the uptake and marketability of sustainability bio-based products.

BIOBRIDGES is a project funded by the Bio Based Industries Joint Undertaking Programme under the European's union Horizon 2020 research and innovation programme.

The project is composed by a multidisciplinary consortium of 9 partners, it started on September 2018 and has a duration of 24 months.

Main ACTIVITIES of the project

- Identify the main **challenges, barriers, drivers** for the cooperation among bio-based industries, brands and consumers, through detailed literature reviews, interviews and focus group.
- Create a **multi-stakeholder community** and **stimulate the dialogue** through innovative co-creation and mutual-learning actions and events.
- Set up an **Advisory Board** and a pool of **Ambassadors**, to support the project with relevant insights and raising the interest towards bioeconomy.
- Run effective **communication and co-creation activities** like videos and serious games, to increase and improve consumers' awareness, confidence and trust on the benefits of bio-based products compared to the fossil-based counterparts.
- Organise **policy debates** at local and regional level to discuss the pros and cons of bio-based products and processes and how these could be addressed by policies in the context of regional bio-economy strategies.

Expected RESULTS of the project

- ▷ **GOOD PRACTICES** on collaborative cross-cutting interconnections with illustrative examples that provide valuable insights to bio-based industries, brands owners and other stakeholders, about the factors influencing successful collaborations.
- ▷ Evidence-informed, value-driven and socially robust **PROCEDURES** and **KNOW-HOW** easy to be adopted and replicated by relevant stakeholders to create new cross-sector interconnection in bio-based economy clusters.
- ▷ An **ACTION PLAN** with guidelines and recommendations for raising consumers' awareness of sustainability as well as the benefits and opportunities of bio-based products.
- ▷ The identification of those bioeconomy sectors' enabling most profitable cooperation and a set of **RECOMMENDATIONS** about creating new value chains and better target existing value chains.
- ▷ Ultimately, through the co-creation activities, best practices and recommendations deriving from the project, BIOBRIDGES aims to establish at least **TWO NEW CROSS-SECTOR INTERCONNECTIONS** in bio-based economy clusters.

• www.biobridges-project.eu

THANK YOU



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Council of Italy

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